



Hair Extensions Are Perfect For Haircolor

Professional Hair Extensions Provide Endless Options Without Harsh Chemicals

Chances are your clients have thought about changing things up by adding multi-dimensional haircolor or even by simply adding highlights. However, they may be scared that they won't like the nearly permanent results of chemical haircolor. There is a terrific solution to this challenge that many of your clients may not be aware of.

Today, haircolor is very popular, with over 75% of women now using chemical haircolor. There are also a growing percentage of men now following suit. Unfortunately, many salon clients are unaware or uneducated about the benefits of safely adding hair extensions for haircolor, rather than using harsh chemical dyes.

No Surprises! Sure, as a professional hairstylist you can create the highlights or lowlights your clients want by mixing the correct chemicals and haircolor shades, yet what if the end result isn't exactly what they were envisioning and they leave disappointed? With hair extensions, you and your clients are able to choose the exact colors and you will be able to guarantee the result. To ensure success, you may provide your clients with a color ring that allows them to select the exact shade they want. You then place the lighter extensions to frame their face or do all-over highlights by placing the extensions strategically around their head, blending the new haircolor shade with their natural haircolor.

No Chemicals! The best advantage when using professional hair extensions for haircolor is that they provide clients with the haircolor they have always wanted without harming the hair. Many companies today are still using glues to bond hair extensions to the natural hair. Ron Cardillo Sr., President of SHE ~ SO.CAP. USA Hair Extensions, notes "We use a keratin protein to bond the extensions. Keratin is the protein our natural hair produces. We also offer 100% real human hair. Clients will undoubtedly prefer real human hair for their extensions; this will make the hair look natural and also allow for easier hairstyling. You and your clients will be able to curl, straighten, brush and style the extensions as if they were natural hair."

New 2010 Haircolor Trends

Haircolor will remain a huge aspect of the latest hairstyle fashion trends this year. As a hairstylist, you can really make a difference in people's lives with haircolor. As discussed, a new client request this year will be haircolor without the use of chemicals. Semi-permanent and temporary hair extensions are going to be your top choice.

Fantasy haircolor shades have become a bigger trend in the past couple of years for fashionable women of all ages. Nicholas French, National Creative Director for SO.CAP. USA Hair Extensions, tells us, "This year, we will see a lot of exciting new brights, greens, blues and purples. But, instead of using the harsh tones of these colors, you will want to use the soft shades. It will not look like the 'punk-rock' style, but instead a more elegant and thought out haircolor choice." Dual-tone fantasy haircolor extensions are also available for those who want something extraordinary. Traditional salon chemical haircolor services do not allow for such styles, creative multi-dimensional highlights and dual-tone haircolor options. These can be offered in clip-on or adhesive extensions for a night on the town or with a keratin protein tip for a more permanent style. Are you beginning to realize that haircolor options are endless with hair extensions!

A new and somewhat surprising haircolor trend that began in 2009 and will continue through 2010 is the movement toward embracing grey hair. Not only are older women going au-natural with their naturally grey hair, some young women are trading in their blonde highlights and lowlights for grey, 'granny-style' haircolor shades. Thanks to innovative and up-to-date companies like SHE ~ SO.CAP. USA Hair Extensions, a variety of new grey haircolor extensions are now available.

As salon owners, hair designers, hair replacement experts and hair extensionists, you now have access to high quality, reliable products to cater to anyone's budget and hair needs. It is also your job to educate your clients about every option available to them. They've probably never thought of the idea to use hair extensions for their haircolor needs – educate them today!

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EDITORIAL NOTES: For more information on SO.CAP.USA Hair Extensions call 877-855-4247 or visit www.SOCAPUSA.com. Hannah Mayo is a Marketing Director at Marketing Solutions, headquartered in Fairfax, VA. Email: MktgSols@MktgSols.com www.MktgSols.com.